

VIA E-FILE

PATENT APPLICATION
Docket No. 13768.453

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)
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	Mike Pell, et al.)
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Serial No.:	10/715,944) Art Unit
) 2683
Filed:	November 18, 2003)
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Conf. No.:	4451)
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For:	MOBILE INFORMATION SERVICES)
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Examiner:	Ariel A. Balaoing)
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Customer No.:	47973)

AMENDMENT "B" AFTER FINAL WITH RCE

VIA E-FILE RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office action of February 23, 2006 (paper no. 20060217), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of a server selecting an interface that controls presentation of information to be delivered to a mobile user, based on an identification of a user and at least one of user preferences and usage data so as to deliver information that is contextually relevant to the user, the method comprising:

the server receiving information identifying a physical location of a mobile device that is being used by a mobile user;

the server receiving identification of the mobile user from the mobile device;

the server retrieving a time indicator;

the server retrieving aggregate user preference data based on the received identification, wherein the aggregate user preference data corresponds to at least one of user preferences or usage data; and

the server selecting at least one user interface, from a plurality of user interfaces, to be communicated to the mobile device of the mobile user based on determining which of the plurality of user interfaces are relevant according to at least the aggregate user preference data, wherein the at least one user interface communicated to the mobile device is used by the mobile device as a template for to present-controlling what additional information to present at the mobile device and according to in-a manner format dictated by the user interface.

2. (Original) The method of claim 1, further comprising rendering the information to be provided to the mobile user, and sending the rendered information to a mobile browser of a mobile communications device associated with the mobile user.

3. (Original) The method of claim 1, further comprising sending the information to a mobile carrier to be pushed to a mobile communications device associated with the mobile user.

4. (Original) The method of claim 2, wherein rendering the information is based at least in part on an identification of the mobile communications device.

5. (Previously Presented) The method of claim 1, further comprising:
the server retrieving a user profile associated with the mobile user;
wherein selecting the at least one interface to be communicated to the user is further based on the user profile.

6-35. (Cancelled).

36. (Currently Amended) The method of claim 1, wherein selecting the at least one interface to be communicated to the user is further based on the time indicator.

37. (Previously Presented) The method of claim 1, wherein selecting at least one interface to be communicated to the user is further based on the physical location of the user.

38. (Previously Presented) The method of claim 1, wherein receiving the identification of the mobile user includes receiving a PUID.

39. (Previously Presented) The method of claim 1, wherein receiving the identification of the mobile user includes receiving a PIN.

40. (Previously Presented) The method of claim 1, wherein receiving the identification of the mobile user is based on a MSISDN of the mobile device.

41. (Previously Presented) The method of claim 1, wherein the method further comprises:

the server detecting a change in a physical location of the mobile device; and
the server, in response to detecting the change, providing a new interface to the mobile device, wherein the new interface is used to present new information to the user at the mobile device.

42. (Previously Presented) The method of claim 1, wherein the at least one interface comprises at least two interfaces.

43. (Previously Presented) The method of claim 1, wherein the aggregate user preference data includes at least computer usage data corresponding to a user's tracked usage on a device other than the mobile device.

44. (New) The method of claim 42, wherein the at least two interfaces are blended to present the additional information at the mobile device.

45. (New) The method as recited in claim 1, wherein the user interface to be communicated controls additional information other than advertising.